

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BMK 3154 – SEMINAR IN WEB MARKETING (All sections / Groups)

12th MARCH 2016
2.30 p.m. - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of THREE (3) printed pages (*including* the cover page).
2. Answer any FIVE (5) out of SIX (6) questions.
3. All the questions carry equal marks (total 50 marks).
4. Please write all your answers in the Answer Booklet provided.

Choose any **FIVE (5)** out of **SIX (6)** questions.
All the questions carry equal marks. (Total 50 marks)

Question 1

Prior to the Internet, going direct was often not feasible. Now, firms can launch online sales much more rapidly. Identify the potential benefits for firms moving to direct online selling. (10 marks)

Question 2

Something is digital when all of its properties and information are stored as a string of *zeroes* and *ones*. For marketers, digital environment has given new ways to reach consumers and promote products or services. Explain the **FOUR (4)** key features of digital environment with appropriate examples. (10 marks)

Question 3

Improvement-based benefits from the Web are the impacts that lead to internal savings, increased marketing effectiveness and changes in consumers' attitudes. Discuss **TWO (2)** improvement-based benefits that are available to almost any firm. (10 marks)

Question 4

Online capabilities that pair consumer information with individualised products and services allow firms to create highly personalised responses to customer goals, needs and wants. By using appropriate examples, explain the benefits of personalisation.

(10 marks)

Question 5

Define individualisation. Explain the **THREE (3)** capabilities that create the foundation for individualisation as a General Purpose Technology and discuss the role of each in advancing online marketing. (10 marks)

Continued....

Question 6

Discuss the **FOUR (4)** key factors that influence a web site's credibility. By using appropriate examples, describe how each of those factors can persuade a casual site viewer to become a subscriber. (10 marks)

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